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**INTERNET ADVERTISING WITH CONTROLLED AND  
TIMED DISPLAY OF AD CONTENT FROM CENTRALIZED  
SYSTEM CONTROLLER**

**ABSTRACT OF THE DISCLOSURE**

A non-scrolling ad display is lodged in a website to cause browsers hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals. The system enables precise controlled advertising to each web page viewing browser and accurate advertising budgeting and programming which can be monitored and upgraded to meet marketing needs. The components participating in the system include a website at a webserver for transmitting a page with code for installing a non-scrolling ad frame. Ad content for the non-scrolling ad frame each have individual timers for timing out commencing with display at the browser and an Internet address for fetching by the browser. A central controller with a firewall protected data base directs non-scrolling frame set up in the browser; generates, dispenses and interrogates for unique browser identifiers; maintains records associated with the unique browser identifiers indicating ads displayed and ads available for display; and, finally dispatches to inquiring browsers ad content addresses. The data base provides an audit trail from which websites can be compensated for ad display and advertisers billed for the ad display. Finally, an inquiring browser has the non-scrolling frame set up on the browser, ad content displayed within the browser for a sufficient time interval to timeout the timer, report to the central controller of the display, and retrieval of the address of the next ad content for display.